

Message Text

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64

ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 PA-04 PRS-01 USIA-15 CIAE-00

INR-10 NSAE-00 RSC-01 DRC-01 /064 W

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R 202021Z MAR 74

FM AMEMBASSY MONTEVIDEO

TO USDOC

SECSTATE WASHDC 6179

INFO AMEMBASSY BUENOS AIRES

UNCLAS MONTEVIDEO 0703

E.O. 11652: N/A

TAGS: BEXP, EFIS, UY

SUBJ: CATALOG SHOW

REF: A-9166, SEPT. 9, 1972

BUENOS AIRES FOR US TRADE CENTER

1. NAME OF EXHIBITION: FISHING AND FISH PROCESSING
EQUIPMENT CATALOG SHOW.

2. PLACE AND DATE: BINATIONAL CENTER, MONTEVIDEO, MARCH
12 TO 15.

3. NUMBER OF FIRMS SUPPLYING CATALOGS: 84

4. A) REGISTERED VISITORS: 82
B) TOTAL VISITORS: 750

5. 775 TRADE INQUIRIES.

6. 81 FIRMS RECEIVED INQUIRIES.

7. COMMENTS. OUR HIGH HOPES FOR THE SHOW WERE MORE THAN
SATISFIED. THE EXCELLENT COOPERATION OF USIS AND THE
BINATIONAL CENTER GAVE US EXTENSIVE MULTI-MEDIA
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PUBLICITY FOR THE EVENT AND A VERY ATTRACTIVE

DISPLAY AREA INCLUDING FILMS AND AUDIO VISUAL PRESENTATIONS. THE WORK OF THE TECHNICAL EXPERT, FOLF T. JUHL, WAS OUTSTANDING. HE PERSONALLY INTERVIEWED 20 BUSINESSMEN AT THE SHOW AND 47 OUTSIDE AND VISITED ALL OF THE MAJOR FISHING PLANTS IN URUGUAY. HIS KNOWLEDGE OF THE INDUSTRY, HIS COMMAND OF SPANISH, AND HIS PERSONALITY WERE THE MAJOR REASONS FOR THE GREAT SUCCESS OF THE SHOW. CREDIT AVAILABILITY, PARTICULARLY IN FOREIGN EXCHANGE, HAS BEEN IDENTIFIED AS THE MAJOR PROBLEM IN THE INDUSTRY FOLLOWED BY LACK OF KNOW-HOW AND POOR PIER AND OTHER ONSHORE FACILITIES. A RECEPTION AT THE BI-NATIONAL CENTER,; HOSTED BY THE AMBASSADOR, WAS VERY WELL ATTENDED BY PERSONS IN THE TRADE.

SIRACUSA

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: FISHING INDUSTRY, TRADE FAIRS, FISHING GEAR
Control Number: n/a
Copy: SINGLE
Draft Date: 20 MAR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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Handling Restrictions: n/a
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30 JUN 2005

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Review Release Date: n/a
Review Release Event: n/a
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Review Withdrawn Fields: n/a
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Subject: CATALOG SHOW
TAGS: BEXP, EFIS, UY, US
To: COM STATE
Type: TE
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